

# Cindy Violet

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## Non Profit Management / Public Relations

Experience in non-profit management. Proven skills in grant writing, fund raising, media relations, events and volunteer management, and budgeting. Excellent writer, editor and public speaker. Leadership of major events, including *Red, White & Boom* for 8 years, and development of local and regional public relations plans.

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## CAREER HIGHLIGHTS

- ◆ Developed and implemented corporate public relations plans for 22 regional offices
- ◆ Served as Executive Director of *Red, White & Boom* and led growth into regional event
- ◆ Created low-cost fundraising program adding over \$50K to annual non-profit's revenues
- ◆ Managed media campaign for non-profit increasing hotline calls by almost 50%

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## PROFESSIONAL EXPERIENCE

### **Pregnancy Resources of Delaware County, Delaware, OH**

2012- Present

#### *Executive Director*

- Oversee administration of crisis pregnancy center
- Increase donor involvement and improve community awareness
- Develop programming to meet needs of clients

### **Phoenix Consulting, Johnstown, OH**

2009-2012

#### *Consultant*

- Provide leadership and management advice to non-profit organizations
- Conduct special events and board development seminars
- Direct strategic planning and capital campaigns

### **United Way of Central Ohio, Columbus, OH**

2009

#### *Events Associate*

- Assisted Director of Special Events with planning of annual Community Care Day
- Facilitated placement of over 3,300 volunteers at 100+ non-profit agencies for day-long event

### **Goodwill Columbus, Columbus, OH**

2008

#### *Marketing Project Manager*

- Assisted entrepreneurial in-house business units to support corporate mission
- Planned and implemented promotions increasing retail traffic
- Obtained extensive media coverage for retail store grand opening
- Implemented new branding strategies and responded to RFPs for functional contracts

### **Pregnancy Decision Health Centers, Columbus, OH**

1999-2008

#### *Community Outreach Manager*

- Worked in Development Department and achieved overall fundraising and community-awareness goals
- Managed *Walk & Run for Life*, *Golf for Life*, and annual banquet raising 20% of annual \$1M budget
- Developed media campaign increasing hotline calls by 47%
- Wrote TV and radio marketing ads and oversaw production of media campaigns
- Implemented low-cost fundraising project adding \$50K to income and engaging new constituent groups
- Enhanced branding through advertising and website redesign

- Directed community liaison program including speakers' bureau

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**Red, White & Boom**, Columbus, OH

1991-1998

*Executive Director*

- Managed planning and implementation of regional 4<sup>th</sup> of July celebration in downtown Columbus
- Increased sponsorship by 150% through ROI packages
- Enhanced regional awareness and value by working with Chamber of Commerce and Visitors' Bureau
- Supervised contractors, site and concession managers, sponsorship sales, entertainers and fireworks
- Produced detailed implementation schedule with multiple city services and departments
- Assembled dedicated (and capable) volunteers to assist with event

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### **RELEVANT COMMUNITY EXPERIENCE**

- ✓ Family & Children First Council, **Delaware County**
- ✓ **Delaware County Health District**, participant in 2014 MAPP project
- ✓ Foster parent recruiter and trainer at **Rosemont Center** - 2010
- ✓ Board of Directors, **Keep Ohio Beautiful**
- ✓ Coordinated 125<sup>th</sup> anniversary for **Hannah Neil Center for Children**
- ✓ Volunteer for **United Way of Central Ohio**
- ✓ Graduate of **Leadership Columbus**

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### **EDUCATION / ACCREDITATION**

The Ohio State University, Columbus, OH

B.A. in English

Graduate School of Journalism

Member of Public Relations Society of America

APR Certification

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